ORDER

KMGH

Orders

Order / Rev:	**187870**		
Alt Order #:			
Product Desc:	American Petroleum Institute TARGET 2		
Estimate:	3299		
Flight Dates:	11/13/12 - 11/18/12	Primary AE:	David Lombardo
Original Date / Rev:	11/09/12 / 11/09/12	Sales Office:	EWSDC
Order Type:	GENERAL	Sales Region:	NAT

Agency

Name:	**Strategic Media**		
Buying Contact:		Billing Type:	Cash
Billing Contact:		Billing Calendar:	Broadcast
	3299 K Street NW	Billing Cycle:	EOM/EOC
	Washington, DC 20007	Agency Commission:	15%

Advertiser

Name:	**Issue/American Petroleum Institute**		
Demographic:	A35+	New Business Thru:	
Product Codes:	PL23-Issue/Prop	Order Separation:	00:15:00
Priority:	PREEMPTIBLE	Advertiser External ID:	MAJ
Revenue Codes:	POL, POL-ISSUE, Unassigned	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/18/12	16	$20,900.00	$17,765.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	16	$20,900.00	$17,765.00	0.00
Totals	16	$20,900.00	$17,765.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
David Lombardo			Start Of Order - End Of Order	100%

Order Share	Share	Total
KMGH	20%	$20,900.00
Market	100%	$104,500.00

Competitive Share	Share	Total
CABLE	0%	$0.00
KBDI	0%	$0.00
KCEC	0%	$0.00
KCNC	20%	$20,900.00
KDEN+	0%	$0.00
KDVR+	15%	$15,675.00
KFCT	0%	$0.00
KMAS	0%	$0.00
KPXC	0%	$0.00
KRMA	0%	$0.00
KRMT	0%	$0.00
KTFD	0%	$0.00
KTVD	20%	$20,900.00
KUSA	25%	$26,125.00
KWGN	0%	$0.00
KWHD	0%	$0.00
KZCO	0%	$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount

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KMGH

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KMGH	11/15/12	11/15/12	10P NEWS - M-F/SU 10P NEWS (M-F/SU)	CA	10P-1037P	---T---	:30	1	$2,000.00	P3	0.00	NM	1	$2,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	---T---	1	$2,000.00	0.00								
N 2	KMGH	11/13/12	11/15/12	6-7A News M-F/KMGH 6-7A News	CA	6A-7A	-T-T---	:30	2	$700.00	P3	0.00	NM	2	$1,400.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	-T-T---	2	$700.00	0.00								
N 3	KMGH	11/13/12	11/14/12	GMA M-F 7-9A / KMGH GMA M-F 7-9A	CA	7A-9A	-TW----	:30	2	$900.00	P3	0.00	NM	2	$1,800.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	-TW----	2	$900.00	0.00								
N 4	KMGH	11/15/12	11/16/12	11A-12P News/KMGH 11A-12P News	CA	11A-12P	---TF--	:30	2	$800.00	P1	0.00	NM	2	$1,600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	---TF--	2	$800.00	0.00								
N 5	KMGH	11/13/12	11/16/12	5-530P News M-F/KMGH 5-530P News	CA	5P-530P	-TWTF--	:30	4	$1,000.00	P3	0.00	NM	4	$4,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	-TWTF--	4	$1,000.00	0.00								
N 6	KMGH	11/14/12	11/14/12	6p-630p JEOPARDY (M- 6P-630P JEOPARDY (M-F)	CA	6P-630P	--W----	:30	1	$3,000.00	P1	0.00	NM	1	$3,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	--W----	1	$3,000.00	0.00								
N 7	KMGH	11/13/12	11/15/12	630-7P WHEEL (M-F) 630-7p WHEEL (M-F)	CA	630-7P	-T-T---	:30	2	$3,000.00	P2	0.00	NM	2	$6,000.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	-T-T---	2	$3,000.00	0.00								
N 8	KMGH	11/17/12	11/17/12	7-9a Sat Morning News 7-9a Sat Morning News	CA	7A-9A	-----S-	:30	1	$600.00	P2	0.00	NM	1	$600.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	-----S-	1	$600.00	0.00								
N 9	KMGH	11/18/12	11/18/12	7A-8A SUN MORN NEWS 7A-8A SUN MORN NEWS	CA	7A-8A	------S	:30	1	$500.00	P2	0.00	NM	1	$500.00
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week:	11/12/12	11/18/12	------S	1	$500.00	0.00								
												Totals		16	$20,900.00